IN THE CLAIMS

No claims have been amended. Applicants have, however, included the complete set of claims under consideration for the convenience of the Examiner.

1. (Previously Presented) A method for transmitting requested content items in a broadband transmission system, said method comprising:

receiving requests for a plurality of content items on an upstream path of said broadband transmission system;

creating a list of said content items;

creating a request count for each content item of said plurality of content items based on said requests received;

sorting said requests using said request count;

determining an associated retransmit rate for each of said content items, said content items with a higher request count receiving a higher associated retransmission rate than content items with a lower request count; and

repeatedly broadcasting the content items at said associated retransmit rate.

2. (Previously Presented) The method for transmitting requested content items as set forth in claim 1 wherein said request count is a number of requests received during a predefined time period for each content item of said plurality of content items.

3. (Previously Presented) The method for transmitting requested content as set forth in claim 1, said method further comprising:

removing said content item from said list of content items if said request count is equal to or less than a first predetermined content access count.

4. (Previously Presented) The method for transmitting requested content as set forth in claim 1, said method further comprising:

grouping content items with a request count greater than or equal to a second predetermined access count into a transmit group;

determining a group retransmit rate for said transmit group; and

repeatedly broadcasting the transmit group at said group retransmit rate.

5. (Previously Presented) A method for optimizing transmit bandwidth utilization in a broadband transmission system employing a content item list, said method comprising:

receiving requests on an upstream path of said broadband transmission system for transmission of a plurality of content items;

adding one content item of said plurality of content items to said content item list if said one content item is not in said content item list;

determining a rate of request for each content item contained in said content item list based on said requests received;

deleting content items from said content list for which the number of requests during a predefined time are less than or equal to a predefined rate of request;

determining an associated retransmit rate for each of said content items in said content item list wherein said associated retransmit rate is based on said rate of request; and

repeatedly broadcasting the content items at said associated retransmit rate.

6. (Previously Presented) The method for optimizing transmit bandwidth utilization as set forth in claim 5 wherein said content items with a higher rate of request are transmitted more frequently than content items with a lower rate of request.

7. (Previously Presented) The method for optimizing transmit bandwidth utilization as set forth in claim 6 wherein said broadcasting further comprises grouping of a plurality of said content items into a transmit package wherein said transmit package is of a predetermined maximum size.

8. (Previously Presented) The method for optimizing transmit bandwidth utilization as set forth in claim 6 wherein said repeatedly broadcasting further comprises merging said content items with other transmitted data.

9. (Previously Presented) A system for optimizing bandwidth utilization in a broadband transmission system, said system comprising:

a first database containing a plurality of content items;

a second database containing user request information for said content items;

a transmit unit;

a server computer; and

a software program that

processes said user request information for said content items,

determines a rate of request for each content item based on said user request information for said content item,

determines an associated retransmit rate for each content item of said plurality of content items in said first database, said associated retransmit rate responsive to said rate of request for each content item, and

repeatedly broadcasts the content items via the transmit unit to a downstream requesting transceiver display.

10. (Previously Presented) The system as set forth in claim 9 wherein said transmit unit comprises a television transmitter.

11. (Previously Presented) The system as set forth in claim 9 wherein said transmit unit comprises a server computer connected to a network.

12. (Previously Presented) The system as set forth in claim 9, said system further comprising:

a third database containing only those of said content items corresponding to said user request information for said content items.

13. (Previously Presented) The software program as set forth in claim 9 wherein said associated retransmit rate is further responsive to available bandwidth for content item broadcast.

14. (Previously Presented) The software program as set forth in claim 9 wherein said associated retransmit rate is further responsive to a duration of each content item of said plurality of content items in said first database.

15. (Canceled)